

DRAWINGS ATTACHED

1 318 532

- (21) Application No. 32475/70 (22) Filed 3 July 1970
 (23) Complete Specification filed 27 Aug. 1970
 (44) Complete Specification published 31 May 1973
 (51) International Classification B32B 7/00
 A44C 3/00
 G09F 7/00//7/06 7/18

- (52) Index at acceptance
 B8F 23 31 35



(54) BADGES

- (71) I, EDWARD ALEXANDER MOSEY, a British Subject, of Stelsted, 22 New Close Knebworth, Hertfordshire, do hereby declare the invention, for which we pray that a patent may be granted to us, and the method by which it is to be performed, to be particularly described in and by the following statement:—
- The invention relates to a device suitable for use as a plaque, nameplate, signboard, badge or the like.
- According to the present invention there is provided a plaque, nameplate, signboard, badge or the like wherein a raised, three-dimensional effect is imparted to a substantially opaque design, lettering, numerals, motif, monogram, insignia or the like or any combination thereof, said design or the like being substantially laminar in form, which comprises a magnifying means relatively placed with respect to said design or the like as to permit the viewing of the design or the like through said magnifying means, and an opaque or a reflecting or a translucent surface also visible through said magnifying means and situated behind said design or the like and spaced from the design or the like.
- Preferably the design or the like may be supported on a transparent plate or embedded in such a plate.
- Alternatively the design or the like may be sandwiched between two transparent plates. Moreover, the provision of any number of additional transparent plates acting as spacers on either side or both sides of the original plate or plates bearing the design or the like is also within the scope of the present invention.
- A plurality of designs or the like may advantageously be incorporated in a single plaque or the like; furthermore these may be supported or embedded at a variety of different levels relative to the positions of the magnifying means and the opaque or reflecting or translucent surface thus producing a distinctive effect.
- The transparent components of the plaque or the like may suitably be made from glass or plastics material and according to a preferred embodiment of this invention are made of polymethylmethacrylate or a commercial resin composition containing predominantly polymethylmethacrylate. The components of the plaque or the like that are not transparent or need not be transparent e.g. the frame, may similarly be made of glass or plastics material but may also suitably be made of metal.
- The precise form of magnifying means required by the present invention is not critical but in a preferred embodiment said magnifying means is a cylindrical lens or more preferably a plano-convex cylindrical lens. A form of plano-convex cylindrical lens suitable for use in the present invention is that part of a solid cylinder obtained by effecting a substantially diametral cut or a cut substantially parallel to a diametral cut through said solid cylinder.
- Conventional techniques for applying the design or the like to the surface of the transparent plates are quite suitable in the production of the present invention without necessitating additional skills. Thus, said design or the like may be conveniently applied to the surface of a plastics material plate by the process known as "hot foil stamping". Alternatively, the design or the like may be prepared in the form of printed transfers which can be self-adhesively applied to either glass or plastics material plates or in the form of an adhesive label which may also be suitable for sticking to glass or plastics material.
- The opaque or reflecting or translucent surface may be provided by a plate of translucent, opaque or reflecting material e.g. glass or plastics material, placed in the required position behind the design or the

like. Alternatively a suitable opaque or reflecting or translucent surface may be provided by coating a surface of a spacer or transparent plate with a coloured metallised reflective material. Preferably the opaque or reflecting or translucent surface is provided by a sheet of coloured, reflective paper or plastics material which may additionally have a metallic finish. If such a sheet of paper or plastics material is used, it is convenient either to stick said sheet to one of the surfaces of a spacer or transparent plate or merely to sandwich said sheet between two spacers or between a spacer and a transparent plate.

It is intended according to one embodiment of the present invention that the plaque or the like shall be fixedly attached to some other article, body, or structure, or the like, for example, a motor-car body, a wall or a board.

Mechanical fixing means well known in the art are quite adequate for attaching the plaque or the like to such an independent structure or the like. Alternatively said plaque or the like may be attached to the structure or the like by means of an adhesive.

When the plaque or the like is to be provided on a structure or the like it is envisaged that the opaque or reflecting or translucent surface may effectively be provided by a part of the surface of said structure or the like thus obviating the need for incorporating as hereinbefore described an independent opaque or reflecting or translucent surface in the plaque or the like.

Particular embodiments of plaques or the like according to this invention will now be described by way of example with reference to the accompanying drawings in which:—

Figure 1 is a front elevation of a badge.

Figure 2 is a vertical section on the line 2-2 of Figure 1,

Figure 3 is a vertical section of a modified badge,

Figure 4 is an end elevation of a recessed letter plate with a lens cover, and

Figure 5 is an end elevation of a raised letter plate.

Figure 1 shows a badge provided with a frame 10 and containing plane foil letters 11.

Referring to Figure 2, foil letters 11 are supported on a transparent letter plate 12 which is sandwiched between a lens 13 and a transparent spacer 14, the spacer 14 being positioned on the side of the letter plate 12 remote from the foil letters 11. A sheet of paper or plastics material 15 with a metallised reflective coloured surface is held against the back surface of the spacer 14, the reflective surface of the paper or plastics material sheet being in con-

tact with the spacer 14, by means of a rigid back plate 16 which is fixedly attached to the frame 10 with self-tapping screws 17. As a means for attaching the badge to another body, say the radiator grill of a motor car, the backplate 16 is provided with a spigot 18 to force fit into a soft rubber or plastics material bush 19 mounted in the radiator grill by means of retaining plate 20 which is itself held to the grill by bolts 21 and retaining nuts 22.

Figure 3 is illustrative of an alternative arrangement wherein the backplate 30 is attached directly to the lens 31, there being no frame present. The fixing of lens 31 to backplate 30 indicated in Figure 3 is by means of self-tapping screws 32 but it is found that an adhesive seal is equally effective. The backplate in this embodiment incorporates two square-headed bolts 33 with retaining nuts 34, by which means the badge may be affixed to a motor-car radiator grill or a wall or a board. The construction of the badge itself according to Figure 3 also differs from that shown in Figure 2 in that the letter plate 35 has a curved surface rather than a flat surface. Furthermore the sheet of paper or plastics material 36 with a metallised, reflective, coloured surface is located directly behind the letter plate 35, there being no spacer interposed.

In Figure 4 is shown an alternative design of letter plate 40, being provided with a recess into which the design or the like would be inserted. The recessed letter plate 40 is shown in Figure 4 merely in combination with lens 41, it being assumed that the construction of the badge would be completed using any of the embodiments already described, for instance with reference to Figures 1 and 2 or to Figure 3.

Figure 5 shows a raised letter plate which could be incorporated into any of the badges previously described, for instance with reference to Figures 1 and 2 or to Figure 3. The design of this letter plate is such that the raised portion is intended to fit into the recess underneath the lens, the letters being supported on this raised portion.

WHAT I CLAIM IS:—

1. A plaque, nameplate, signboard, badge or the like wherein a raised, three-dimensional effect is imparted to a substantially opaque design, lettering, numerals, motif, monogram, insignia or the like or any combination thereof, said design or the like being substantially laminar in form, which comprises a magnifying means relatively placed with respect to said design or the like as to permit the viewing of the design or the like through said magnifying means, and an opaque or a reflecting or a translucent surface also visible through

- said magnifying means and situated behind said design or the like and spaced from the design or the like.
2. A plaque or the like as claimed in claim 1 wherein the design or the like is either supported on a transparent plate, or embedded in such a plate or sandwiched between two such transparent plates.
3. A plaque or the like as claimed in claim 2 wherein there is provided on either side or both sides of said transparent plate or plates one or more additional transparent plates acting as spacers.
4. A plaque or the like as claimed in any one of the preceding claims provided with a plurality of designs or the like or any combination thereof.
5. A plaque or the like as claimed in claim 4 wherein the designs or the like are situated at the same level or at two or more different levels relative to the positions of the magnifying means and the opaque or reflecting or translucent surface.
6. A plaque or the like as claimed in any one of the preceding claims wherein the transparent component or components is or are made of glass or transparent plastics material.
7. A plaque or the like as claimed in claim 6 wherein the transparent component or one or more of the transparent components is or are made of polymethylmethacrylate.
8. A plaque or the like as claimed in any one of the preceding claims wherein the magnifying means is a cylindrical lens.
9. A plaque or the like as claimed in claim 8 wherein the magnifying means is a plano-convex cylindrical lens.
10. A plaque or the like as claimed in any one of the preceding claims wherein the opaque or reflecting or translucent surface is provided by a plate of an opaque or a reflecting or a translucent material.
11. A plaque or the like as claimed in claim 10 wherein the opaque or reflecting or translucent material is glass or plastics material.
12. A plaque or the like as claimed in claim 2 or any one of claims 3 to 9 when appendant to claim 2 wherein the opaque or reflecting or translucent surface is provided by a coloured, metallized, reflective coating applied to one of said transparent plates or spacers.
13. A plaque or the like as claimed in claim 2 or any one of claims 3 to 9 when appendant to claim 2 wherein the opaque or reflecting or translucent surface is provided by a sheet of coloured, reflective paper or plastics material which may additionally have a metallic finish and which may either be secured to one of the surfaces of a transparent plate or spacer or merely sandwiched between two spacers or between a spacer and a transparent plate.
14. A plaque or the like as claimed in claim 2 or any one of claims 3 to 11 when appendant to claim 2 or any one of claims 12 or 13 wherein the designs or the like are applied to the transparent plate or plates by a "hot foil" stamping process.
15. A plaque or the like as claimed in claim 2 or any one of claims 3 to 11 when appendant to claim 2 or any one of claims 12 or 13 wherein the designs or the like are applied to the transparent plate or plates in the form of printed transfers or adhesive labels.
16. A plaque or the like as claimed in any one of claims 1 to 11, 14 or 15 wherein the opaque or reflecting or translucent surface is provided by a part of the surface of an article, body, or structure or the like.
17. A plaque or the like as claimed in claim 1 substantially as hereinbefore described and as illustrated with reference to the accompanying drawings.

BOULT, WADE & TENNANT

34 Cursitor Street,
London, EC4A 1PQ.

Chartered Patent Agents

Agents for the Applicants

Fig.1.

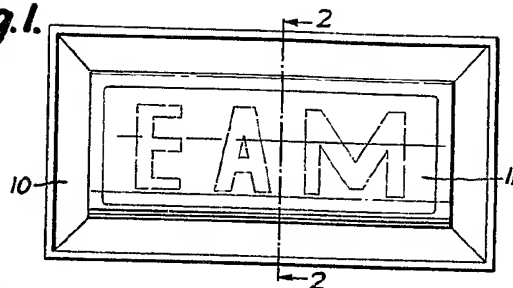


Fig.2.

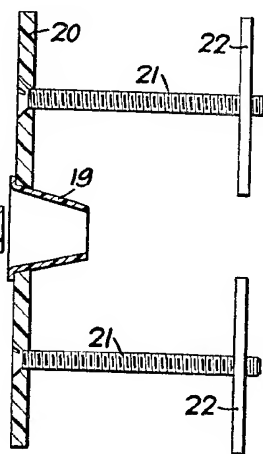
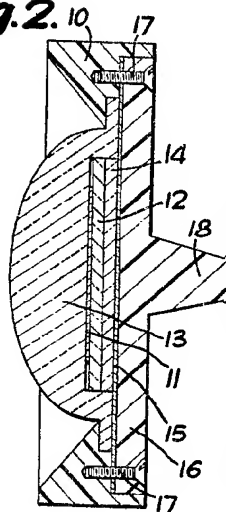


Fig.4.

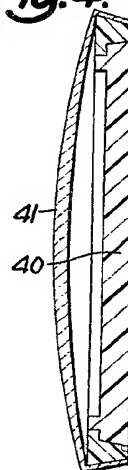


Fig.3.

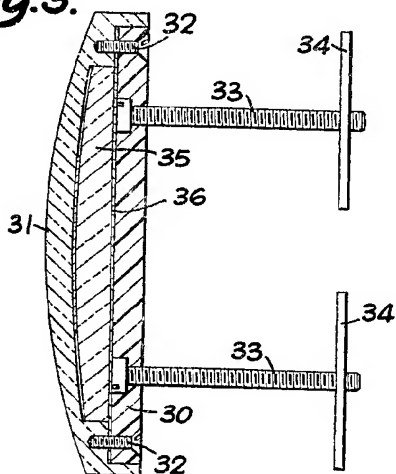


Fig.5.

